

Writing a Guest Post for Free UK Genealogy

Please read through these guidelines before submitting a piece to us.

Topics and Themes

For a post to be considered for our website, there should be a strong family history element or should show a non-family-history use of one or more of our websites (e.g. house history, industry history, disability history). However, our audience consists mostly of retired men and women, who also have an interest in leisure activities e.g. travel, golf, eating out. Please bear this in mind when assessing the suitability of your post for our website.

It may be helpful to review our previous guest posts here:

<https://www.freeukgenealogy.org.uk/news/category/guest-post>; a particularly good example of a post that intersects the interests of our demographic is

<https://www.freeukgenealogy.org.uk/news/2017/11/20/george-sargent-golfing-innovator>

It's also advisable to bear our mission and ethos in mind:

Free UK Genealogy provides free, online access to family history records. We work with a team of dedicated volunteers to create high-quality transcriptions of public records from governmental sources, parish churches, and other trusted institutions. We believe that Open Data and Open Source are key to making and keeping public records accessible to all. We work with others with the same concerns.

You may wish to run your idea(s) past us before doing a great deal of work on your post.

Guidelines

NO BLATANT ADVERTISING

Do not appear to be selling your services, your products or your expertise. Give people something they can use, they'll reach out to you when they are ready.

BE UNIQUE

All the content you submit to be included in our blog needs to be unique. Unique means original, authored by you and not hosted anywhere else.

MUST BE NEW CONTENT

Make sure the content to be hosted here is new. Of course, you can cover topics you've covered before, mention ideas you've promoted before, relive moments you've lived before for the benefit of the reader.

LINKS

Links should enhance the reading experience. Linking to other resources that further explain concepts or products you mention briefly is fine. Make them relevant and they add to the enjoyment of the reader.

SEARCH ENGINE OPTIMISATION

The best posts are written for humans first, then search engines. Write for humans, then optimise.

STYLE GUIDE

- Write with our ethos in mind - we promote free and open access to records wherever possible and referring researchers to genealogy subscription/pay per view sites if at all possible.
- If you submit an article that mentions businesses or companies in which you have a vested interest, disclose as much to us and the audience.
- Write from an objective viewpoint and convey valuable information to the reader. Focus on practical advice, actionable tips, and useful know-how about a specific genealogy or historical topic or approach to researching.
- Include case studies where possible; those that show the results of your research can engage our readers at the same time as providing them with guidance or inspiration for their own research.
- Bullet points are good. Meandering text is not.
- Use a fresh, accessible voice.
- Offer clear takeaways for our (and your) audience.

LENGTH

If your article is more than 500 words, split the body into relevantly sub-headed sections.

TITLES

The post title should include initial caps. Keep it to no more than 70 characters in length.

SUBHEADS

If possible, subheads should use H2, H1, etc. tags to be effective

LISTS

Where appropriate, the content should include bulleted lists and such for readability.

STRUCTURE

SUMMARY PARAGRAPH

Include an easy-to-read summary paragraph/section that provides the reader with the meat of your post.

PICTURES, GRAPHICS OR IMAGES

Feel free to include images, charts, infographics, and the like - but only if they help convey a point. The format needs to be .jpg or .png. and no larger than 600 pixels wide. A mention of the source needs to be included at the bottom of the post.

A PICTURE OF YOU

Your headshot to be used in your Bio at the bottom of the post may be included if you would like. Send a recent headshot of up to 100 px x 100 px, and make sure your entire head and neck are in the picture.

BIO

An author bio of you, up to 50-60 words can include a link and contact information / social media profiles

PROMOTING YOUR POST FOR READERS

OUR DISTRIBUTION

We include our content (including your submission) in our streams via Twitter, Facebook (3k followers). It may be picked up (syndicated) by other blogs.

We encourage all guest authors to place a [Creative Commons](#) license on their posts. If you wish to place a different license, please let us know when you send your post or ideas.

YOUR DISTRIBUTION

Please feel free to distribute your post through links in social media, respond to any comments and enjoy the attention. Do not then repost your submitted content to your blog or anywhere else. It needs to remain original content posted only here. You can, of course, discuss it, describe it and link to it. A snippet of the post can reside on your blog that links to the post on our blog and directs people back to the original content.

SUBMISSION

1. Submit articles in Microsoft Word / Google Doc format (no PDF or other file types, please), and images as email attachments / G-Drive links.
2. You should then receive an email with an acceptance and further instructions (if any) or we will decline and provide feedback.
3. If we request any clarification or edits, please respond ASAP.
4. We will post it when we have a strategic space in our editorial calendar.
5. We reserve the right to edit the content for grammar, relevance, clarity and brevity, and to conform to the Free UK Genealogy voice and style. We may change your headline, too, so you might want to suggest alternatives. If you (the author) choose not to place a creative commons licence on your work, you retain copyright and may re-publish the article on personal or company blogs or sites after the article has been published on Free UK Genealogy. In such cases, we ask that you cite Free UK Genealogy and link to the original article on our site.

Still have a question? Email info@freeukgenealogy.org.uk